



Guide to Using SB:SU Materials

Thank you for your commitment to help young people address bullying by learning to practice safe, effective active bystander behaviors. In this guide, you will find tips and suggestions for using Stop Bullying: Speak Up's free online bullying prevention resources. The student and parent materials in this online kit are also available in Farsi and Spanish language translations.

The kit includes:

- ☐ An overview of the Stop Bullying: Speak Up program
- ☐ Bullying expert bios and contact information
- ☐ Chart of resources organized by target age and staff position
- ☐ Ideas on using the SBSU flag at your school.
- ☐ Video shorts (:30 to :90 seconds) demonstrating active bystander behaviors. Select shorts available with Farsi or Spanish subtitles and video description for the visually impaired.
- ☐ "Speak Up" - A 24 minute documentary introduced by President Obama, profiling real kids telling their stories about being bullied; being a bully; and the power speaking up can have. Available with Farsi or Spanish subtitles and video description for the visually impaired.
- ☐ Clips from two CNN news specials on bullying prevention hosted by Anderson Cooper. Full specials are available for free through VOD, Xbox and iTunes.
- ☐ Downloadable SB:SU tip sheets on bullying prevention: one for adults and one for students.
- ☐ Printable Stop Bullying: Speak Up poster.
- ☐ Suggestions developed by educators at the Anti-Defamation League for implementing bullying prevention resources over the short and long term.
- ☐ Links to more free SB:SU resources for young people. Additional videos, an interactive bullying prevention comic strip activity, bullying prevention organization information and more activities can be found at www.stopbullyingspeakup.com.
- ☐ Feedback forum to tell us how you used the materials

Overview of Stop Bullying: Speak Up

This document explains how Cartoon Network came to launch SB:SU and why we feel it is such an important issue for the young people we reach everyday across screens. Find out about the

team of educators and advisors whose expertise shaped the program and the materials in this kit.

Chart of Resources

This printable chart outlines the resources available by target age group and staff position. Materials have been identified for appropriate use in elementary, middle school and high school; and for use by classroom educators, administrators, support personnel, community leaders and peer leaders.

Raising the “Stop Bullying Speak Up” Flag at your school

The “Stop Bullying: Speak Up” flag signifies that your school or after school club is a safe place where youth and the community are speaking up against bullying. “Stop Bullying: Speak Up” flag raising kits are being sent to 2000 upper elementary and middle schools across the country in partnership with the American Federation of Teachers and with the support of LG.

Kit Contents:

- ☐ SB:SU Flag
- ☐ How to Use Guide
- ☐ Parent & Youth Tip Sheets
- ☐ DVD with Video Content (Speak Up Special, PSAs, AC360)
- ☐ Digital Files of SB:SU Resources (Flag Templates, Tip Sheets, etc.)

Flag template downloads are also available www.stopbullyingspeakup.com and Facebook.

Suggestions for using Video Shorts and “Speak Up” Documentary

- ☐ Part of morning announcements
- ☐ Footage for student news programming
- ☐ Assembly programs for youth, parents and community members
- ☐ Discussion starters in classrooms
- ☐ In video production classes
- ☐ Also available with Spanish and Farsi subtitles

Suggestions for using CNN AC360 News Specials

Each of the two news specials can be used as full programs (approximately 40 min total running time) or as separate components (ranging in length from 5-10 minutes to introduce or reinforce specific ideas, concepts and behaviors, or generate discussion.

The AC360 Special *Bullying: It Stops Here* features the following components among others:

<http://ac360.blogs.cnn.com/category/bullying/>

1. Interview with producer/director Lee Hirsch about his feature film documentary [“Bully”](#) an unflinching look at how bullying has touched the lives of five real kids.

2. Anderson Cooper speaks with students who are suing the Anoka-Hennepin School District for not protecting them from bullying.
3. A look at a CNN-commissioned research study which followed 800 students in a school on Long Island as they try to attain and maintain their social status.

The AC360 Special *Bullying: No Escape* features the following components:

<http://www.cnn.com/video/#/video/education/2010/10/21/sn.escape.2.cnn>

1. An interview with singer Crystal Bowersox who was bullied as a child.
2. Interviews with students in the South Hadley, Massachusetts school attended by Phoebe Prince who committed suicide after being bullied.
3. Interviews with bullying prevention experts.

Tip Sheets and Poster

Use the Tip Sheets and the Poster to distribute among colleagues in your school and demonstrate to fellow teachers, administrators and schools staff that bullying prevention is a priority. Send the printouts home to parents to communicate the school's efforts to prevent bullying; also available for download in Spanish and Farsi.

Partnership with Facebook

In October 2011, Stop Bullying: Speak Up launched a bullying prevention pledge and app in partnership with Facebook. <http://www.facebook.com/stopbullyingspeakup>

Feedback Forum

We welcome your opinions and stories about using SBSU in education settings <http://www.cartoonnetwork.com/feedback/index.html>. Choose "General Information" as your category and "Stop Bullying Speak Up" as your subject.